



# THE CALL

VOLUME XXXI NO. 35

GLEICHEN, ALBERTA, WEDNESDAY NOVEMBER 16, 1938

SUBSCRIPTION \$2.00 PER YEAR

## ATHLETIC CLUB TO OPERATE RINK COMING SEASON

An enthusiastic meeting of the Athletic Club was held Monday evening in the Club Room of the hall. This meeting was called for the purpose of deciding what to do about opening the rink for this winter. It was decided that the Athletic Club would operate it as usual and a caretaker is to be employed to look after the rink.

The following officers were elected for the ensuing year:

Pres. P. Nelson.  
Vice-Pres. J. E. Lester.  
Secy-Treas. R. Ragan.  
Executive committee: Oscar Lindquist, T. Brown, Bert Reid and Sam Dufos. The executive will manage the rink.

The meeting thanked the retiring executive for the work they have done during the past several years. A committee of ladies and men was appointed to co-operate with the Athletic Association in regards to conditions at the rink. W. Sturmerstrom suggested that a skating club be formed.

Those present at the meeting were: Mrs. Deshayes, Mrs. Jeffers, Mrs. Burt and Miss Hildes, Messrs. Lindquist, Boyd, Varnell, Reid, McIsaac, Goodenham, Ragan, Alstott, Service, T. Brown, Evans, MacCallum, Sturmerstrom, Phillips, Christensen, Riddell, Haynes, Nelson, Gilbert, Lester, Dufos, E. Evans.

## UNITED GRAIN GROWERS STAND FOR WHEAT BOARD

Vigorous declaration in favor of continuance of the Board and protection of farmers against disastrously low prices, was made by the Board of Directors and the delegates attending the Company's annual meeting in Calgary at the beginning of the month. The board, however, in the annual report, stated that the need for unity to overcome difficulties in the way of securing continuation. Contributing to such difficulties, it was suggested, would be any attempt to exploit the Wheat Board. The report stated:

"Only through continued national realization of the importance of the wheat growing industry, and of the disabilities suffered by it, will it be possible to have the Wheat Board continued. There will also be required united action in the past and generous contribution to the extent to which help has been afforded this year. Any attempt to make personal, commercial or political capital out of the Board, any tendency on the part of a person, a party or an institution to claim credit for its existence, imperil the future operations and the very existence of the board."

"Your company, for such reasons has refrained, not only from attempts to claim credit for the part it played in connection with the Board, but also from seeking any publicity for its various efforts. Several times, in different localities in the West, it was apparent that the commercial interests of the company were suffering on this account. Your Board, however, felt that shareholders would not wish to risk some small loss of business on this account than have the Company engage in a speculative scheme which would make it more difficult to secure a united national opinion in the future in favor of a 'Wheat Board'."

"Don't let anybody tell you that advertising adds to the cost of goods. Advertising reduces cost. When goods are advertised, more of them can be sold. The costs of handling a large lot of goods is not much greater than that of handling a small lot. Thus in a large and successful store, the operating and overhead costs are lower on an article. The sales people in a store keep drawing their pay, even if few people are coming in. The rent, light, taxes and other costs keep mounting on. Advertising provides a greater outflow of goods to divide up these costs."

## News Items of Local Interest

Mr. and Mrs. Frank Daw expect to leave shortly for California where they intend to spend the winter.

Miss Elizabeth Goodenham entertained a number of her young friends to a party Friday evening.

Miss Peggy Yates, who is attending normal school in Calgary spent the weekend in town visiting her parents Mr. and Mrs. Yates and other friends.

For the first time in many years Soule's slough has an abundance of water in it and now that it is frozen over, the young folks are to have been enjoying themselves skating on it which they have been doing since the middle of last week.

In reply to duck hunters told in a recent issue of the paper, that they were so thick around the farm that he had to stop the kitchen door to keep them out. It is not known yet if any of the hunters fell for this and rushed pell mell for the scene. During the storm Thursday evening at Stohar's, several outside the house and bagged the birds as they flew out from under the lake.

Carl Hoff, who has been farming two farms, one near Stohar and the other near Nakama has given up the latter place and bought a farm from Frank Daw, located two miles north and west of town. Mr. Hoff has always been a family to the farm and is busily engaged getting ready for winter.

For the first time it was started the annual Armistice dance was postponed. The committee in charge reported that the snow storm had blocked the roads to the south and to Queenstown, where a lot of the Legion members reside and who hoped to be present, also that the country roads in the surrounding country were blocked.

## SCOUT ASSOCIATION ADDRESSED BY LADY CUBMASTER

Last Saturday evening the Cubs and their parents were addressed by Mrs. T. Betton, Lady Cubmaster of the district. The meeting was open to the public and the Scouts, Guides, Rangers and Brownies also attended. Mrs. Goodenham, on behalf of the Canadian delegate to the first International Cub-Leaders Conference over held in Guelph, Pa. 18 miles from London, Eng., last July and the gave a report of her journey which proved very interesting. After this report, Mr. Goodenham, on behalf of the Cubs and their parents, presented a lovely carving set to Miss Irene Phillips who has handed in her resignation as Cubmaster. A tasty lunch was then served to the sixty people present. The Cubs and their leaders wish to thank the Scout Association and the ladies who served the lunch for their great assistance.

## FARM WOMEN HAVE MEETING

Mrs. J. W. Hutchison was hostess to the ladies of the U.F.W.A. The meeting was opened by singing one of the old favorite songs. The roll call being answered "If you had an other day to live over again what day would you call Father Time to give me?" The minutes and correspondence were then read and it was decided to order more cook books. The treasury chest was then taken up and discussed and it was arranged to have this take place at the December meeting with Mrs. McLeay in charge. It was decided to start selling the ticket books at ten cents per ticket. Mrs. Umbreit and Mrs. Quinnell will be in charge of the raffish which will take place at a date to be announced. The ladies were very active before and during the meeting at quilting and almost completed the job in one day. The pot luck dinner was greatly enjoyed by all present and much credit is due Mrs. Hutchison for her hospitality in giving her home to the quilting bee. The members were

pleased to see him out and take part in the memorial service Friday. He is suffering from a broken leg and a dislocated ankle which he received several weeks ago when thrown from a horse. Mr. House has for many years taken part in these services, in fact has become part of it and if he was not present would certainly be missed by the audience.

The first blizzard of the season struck the district Thursday. It lasted most of the day and nearly all night the wind dying down about daylight Friday morning. The snow drifts were from three to four feet deep but did not pack hard, consequently cars had very little trouble in making their way through them. This storm did not delay the buses from the east or west, which arrived practically on time both Thursday and Friday.

The memorial service held on Friday—Armistice Day—in the Community Hall was well attended considering the condition of the roads and streets after the snowstorm of the day and night before. Practically every seat was occupied. Adjt. J. Cumberland and Rev. H. H. Hildes and J. N. Wilkinson conducting the service, the latter delivering the address. Owing to the cold weather, a number of service was held in the hall including the two minutes silence. Mr. Smith delivered the address. Upon leaving the hall the Veterans deposited wreaths at the monument.

Why is it that no one wants to live in the country any more? Cities are full of people who live "hard to mouth," and whose total wealth is represented by the clothing they have on. Years go by and these persons never have a home. They lose their independence that the proud home owner has.

sorry to learn that Mrs. J. C. Hutchison was not able to be present owing to illness.

The next meeting is to be a social evening when the husbands or friends will be entertained at a card party to be held at the home of Mrs. B. Burns on Saturday, Nov. 19. The two prize of the afternoon was won by Mrs. Quinnell. The next regular meeting will be held at the home of Mrs. McLeay on December 1st and as this is the annual meeting election of officers will take place and the Xmas basket and treasure chest will be attended to.

A farewell tea was given in honor of Mrs. A. Buckley and Mrs. Sammons, at the home of Mrs. A. N. McLeay, which was sponsored by the U. F. W. A. The afternoon was spent in singing and playing games. Mrs. A. Buckley, Mrs. Scott and Mrs. Calkins won the prizes competed for during the afternoon. The table was decorated with tapers and red and white carnations. On behalf of the U. F. W. A. ladies, Mrs. B. Burns presented gifts, and Mrs. Buckley with gifts wishing them good luck in their new homes, after which everyone joined in singing "For They are Jolly Good Fellows." A delicious buffet luncheon was served with Mrs. A. Wilson and Mrs. D. McLean pouring tea and coffee.

Recently there was a visitor to the "Call" office and after talking for some time on different subjects the talk drifted to schools and he stated among other things: "The beautiful schools exist in the school life of a child. The school building and grounds should portray the artistic and beautiful. Those things which adorn the tatty home should embellish the school property, the lawn, walks, trees and flowers. Within should be neatness and refinement. A regular school house is a demoralizer. Place a child at a mutilated desk, put in his hands torn and soiled books and we find an almost irresistible temptation to continue the destruction with knife and pencil. Place the same child in a new, clean, bright, with suitable and beautiful furniture and we immediately remove the temptation for destruction."

## OLD TIME DANCE HAS BEGUN TO ATTRACT INTEREST

A week from Friday the greatest social gathering of the year will take place when the Old Timers and their friends get together for the annual meeting, banquet, and dance. The program for the banquet is about complete and a number of outside speakers will be on hand to address the gathering after the state have been attended to. The local Boys Band will occupy a position in the spotlight.

While cleaning out an old trunk Mr. Frank Daw found an old invitation for himself and lady to attend a dance to be given by Old Timers and the Royal North West Mounted Police in Gleichen on February 12, 1896. This will make old timers of the present era wonder who could be old timers in 1896 when it is taken into consideration that the railroad had only been built about ten years. Mr. Daw states that for some reason or other he was unable to attend the dance and as he was not married then he saved a lot of time by not hunting up a lady to take to the dance. As he could remember pretty nearly everybody got a "bid" and attended all of whom had a whole of a time. The Ariel hall, where the dance took place had long since disappeared. It was located where the Oddfellows Hall now stands and was moved to the rear before construction of the new building commenced. Several years later it was torn down. Since that dance 24 years have rolled by. The same wording is used at the present time on invitations and it seems to be one thing that the old fellows read it for yourself and see. Here it is: "The Old Timers and North West Mounted Police at Gleichen request the company of Mr. Daw and lady to their ball to be held at the Ariel hall, Gleichen on Wednesday, February 12, 1896. Committee: V. J. Bauppe, J. T. Lunn, M. Begg, G. H. Wheatley, D. Brerton, Sergt. J. J. MacRae, Dancing at 10 o'clock." Mr. Daw states he does not know where Wheatley and Begg went to but the rest of the committee have long since passed on. He also showed another invitation for dance given a month earlier and one of the fellows on the committee was A. J. Fallow who worked for the railway company at that time and is the father of Alberta's Minister of Public Works.

## WEDDINGS DICK-KONSCHU

On Thursday, November 10th at 3:30 p.m. Mr. Ruben E. Dick and Miss Ida Faye Konschu were united in marriage in the Seventh Day Adventist Church, east of Cluny, Rev. J. N. Wilkinson of Gleichen officiated. A large gathering of friends and neighbors were present to witness the wedding and extend felicitations to the happy couple.

## BELL-WEEKS

On Friday November 11th a pretty wedding was celebrated at the home of Mr. and Mrs. G. W. Bell of Gleichen when their son, John W. Bell was united in marriage to Miss Edith L. Weeks. A large gathering of friends and neighbors were present at the wedding and also to participate of the bountiful dinner following. Miss Jean Farquharson played the wedding march. The groom was supported by Kenneth Bell and Miss Lucille Bell acted as bridesmaid.

## THE WORLD OF WHEAT

By H. G. L. Strang, Director of "Crop Testing Plan"

Twenty years ago the blessings of peace descended upon a war weary world.

The peace had been won by the soldiers of the allied armies who for four and a half years had endured the hardships and hardships and sufferings. The allied soldiers had conquered the land the enemy had conquered, made him his for peace, disarmed him and then occupied his territory; and afterwards, by their good behavior and by their fair and kindly treatment, the British

## WINDSOR'S, PRODUCE PACKERS

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Following factors have tended to raise price: U. S. Department of Agriculture predicts record in U. S. seeded wheat acreage. India continues to buy Australian wheat. Light frosts reported in Argentina. Rain delayed in Russia. Considerable drop in Australian shipments. Rain delayed in India. India experiences poor monsoon (rainy season).

## COMING EVENTS

Dec. 3—United Church annual Bazaar will take place in the United Church starting at 3 p.m.

## GLEICHEN UNITED CHURCH

Rev. J. N. Wilkinson, Minister.  
11 a.m. Church School.  
Mrs. H. Birch, choir leader.  
Miss Marjorie Birch, pianist.  
7:30 p.m. evening worship. Subject: "On Casting Pearls before Swine."

## ST. ANDREW'S CHURCH

Children's service and Holy Communion at 11 a.m.  
Rev. G. W. Lang, B.A., (Incumbent).

## Canadian Pacific

Head office - Grain Exchange Bldg., Winnipeg  
BRANCHES: CALGARY - EDMONTON - LETHBRIDGE

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**Special Bargain Prices**

**CALGARY**  
\$1.36  
**BANFF**  
\$3.35  
**AND RETURN**  
From GLEICHEN  
Correspondingly Low Prices  
from Intermediate Stations

**GOOD GOING**  
ON NOVEMBER 22-26  
ONE DAY ROUND TRIP  
**NOVEMBER 29**  
Good to Canby only. No baggage limit and train subsides, except Canadian Pacific Ticket Agent.

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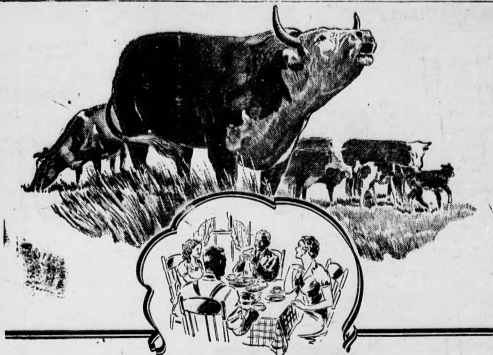
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For instance, take an item like meat. Eastern sales alone brought the West nearly \$20,000,000 in 1936. Sale of 10,000 tons of butter brought in nearly \$5,000,000 more, while grain products, poultry and eggs meant another \$15,000,000 in Western pockets.

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Grandma always was a keen shopper and quick to "snap up" a bargain... but you'll recognize these BARGAIN OFFERS without her years of experience... you save real money... you get a swell selection of magazines and a full year of our newspaper. That's what we call a "break" for you readers... no wonder grandma says—"YOU'VE GOT SOMETHING THERE!"

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CHECK THESE MAGAZINES—ENCLOSE WITH ORDER

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| (1) Canadian Magazine, 1 yr.                     | (1) Rod and Gun, 1 yr.                   |
| (1) National Home Monthly, 1 yr.                 | (1) Silver Screen, 1 yr.                 |
| (1) Woman's Home Companion, 1 yr.                | (1) Parents' & Mom, 1 yr.                |
| (1) Men's Review, 1 yr.                          | (1) American Boy, 6 mos.                 |
| (1) Canadian Horticulture & Home Magazine, 1 yr. | (1) Christian Herald, 6 mos.             |
| (1) Country Guide and Nor'west Farmer, 3 yrs.    | (1) Open Road (boys) 1 yr.               |

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This Newspaper, 1 Year, and Three Big Magazines

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| GROUP A—Select 1              | GROUP B—Select 1                                 |
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| (1) McCall's Magazine, 1 yr.  | (1) Rod and Gun, 1 yr.                           |
| (1) True Story, 1 yr.         | (1) Silver Screen, 1 yr.                         |
| (1) The Judge, 1 yr.          | (1) Open Road (boys), 1 yr.                      |
| (1) Golden Weekly, 1 yr.      | (1) Western Producer, 1 yr.                      |
| (1) Magazine Digest, 6 mos.   | (1) Canadian Horticulture & Home Magazine, 1 yr. |
| (1) Parents' & Mom, 1 yr.     | (1) Country Guide and Nor'west Farmer, 3 yrs.    |
| (1) Christian Herald, 1 yr.   |  |

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| (1) National Home Monthly, 1 yr. 2.50              |
| (1) Western Producer, 1 yr. 2.50                   |
| (1) Canadian Magazine, 1 yr. 2.50                  |
| (1) Men's Review, 1 yr. 2.50                       |
| (1) True Story, 1 yr. 2.50                         |
| (1) The Judge, 1 yr. 2.50                          |
| (1) Golden Weekly, 1 yr. 2.50                      |
| (1) Magazine Digest, 6 mos. 2.50                   |
| (1) Parents' & Mom, 1 yr. 2.50                     |
| (1) Christian Herald, 1 yr. 2.50                   |
| (1) Country Guide and Nor'west Farmer, 3 yrs. 2.50 |
| (1) Woman's Home Companion, 1 yr. 2.50             |

### FILL OUT COUPON—MAIL TO DAY

Please clip list of magazines after checking ones desired.  
Fill out coupon carefully.

Gentlemen: I enclose \$..... I am checking below the offer desired with a year's subscription to your paper.  
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## MANY FAMILIES TAKE ADVANTAGE HOUSING PROGRAM

The Department of Finance has released a summary of a report on operations of the Dominion Housing Act, which has been prepared at the request of the Hon. Charles A. Dunning, Minister of Finance, upon his return to Ottawa. While Mr. Dunning has not yet resumed his official duties he was most anxious to learn the extent to which the Government sponsored housing program was contributing to the expansion of productive employment and the restoration of more normal business conditions.

Up to October 31, 1938 the total volume of loans approved under the National Housing Act, and its predecessor, the Dominion Housing Act, was \$24,605,508. These loans provided housing accommodation for 5,272 Canadian families. Up to the same date Home Improvement loans reported to the Department of Finance aggregated \$2,219,546 an amount, and numbered no less than 55,520, enabling approximately that many Canadian families to modernize, extend or repair their existing dwellings. Adding these amounts together we find that total loans exceeding \$47,000,000 have been granted for house building and home repair purposes under these two Dominion measures during the last two or three years. It is estimated that these loans have made possible an expenditure on actual building construction (excluding land) of over \$53,000,000. This does not of course take into account the substantial volume of repair and modernization work and also of new house construction which were stimulated by the Dominion legislation but which were financed in other ways.

It is usually estimated that at least 80 per cent of the cost of house building construction and modernization is spent, either directly or indirectly, on wages of labor, skilled or unskilled. Applying this percentage to the aggregate figure given above it is estimated that the loans made possible by Dominion legislation have accounted for payments of wages to Canadian labor of over \$45,000,000. The extent, therefore, to which the legislation has contributed to the stimulation of employment and the elimination of unemployment is obvious.

During October 307 loans were approved in the amount of \$1,269,000, and provided housing accommodation for 361 families. The previous high month for the number of loans was July, 1938, when 285 loans were approved. The increased use being made of the facilities of the Act for financing low cost homes in the smaller and more remote communities and in the special areas of the larger communities was reflected in the smaller size of individual loans. Of the 361 family housing units financed in October 283 or over 78 per cent were financed by loans of \$4,000 or less; 139 by loans of \$3,000 or less; and 54 by loans of \$2,500 or less. It is also interesting to note that nineteen 90 per cent loans on houses costing less than \$2,500 were approved during October, bringing the total number of such 90 per cent loans to 42 for the three months since the National Housing Act came into operation, and made this material class of high percentage loan possible.

One of our fellows who poses as one who is wise above that which is written, recently answered the following advertisement: "Will pay 11 cents for 1932 pennies." He scribbled around until he got fifty of the 1932 mintage and forwarded them. He received an immediate reply saying that when he sent 1932 more pennies sufficient to make up the number—1932—he would receive his 11 cents. He gave himself a kick, borrowed

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Nov. 26 DUCHESS OF BEDFORD  
From QUEBEC  
Nov. 3 - - - MONTCLAIRE  
Dec. 9 - - - DUCHESS OF YORK  
Dec. 13 DUCHESS OF RICHMOND  
Dec. 15 DUCHESS OF ATHOLL  
(Halifax one day later)  
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GLEICHEN, ALBERTA

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Our Agent will be Pleased to Serve You

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enough to subscribe for this paper and proposes in the future to keep posted on these little graft games. That Gleichen is doing more business at the present time is easy of demonstration. More business is done here now at this

time of the year than has been done for several years. We are not desirous of having the public think the town is doing a rush business. The place is enjoying an increase of business and more people are to be seen on the streets.

# ALBERTA BEERS

The Brewing Industry of Alberta justly stands in high repute. It is a heavy purchaser of barley — a safe cash crop for the farmer. It contributes heavily to civic, provincial and Federal treasuries. It maintains large regular and secondary payrolls, and manufactures the finest beers that can be made.

## A HEALTHFUL AND ENERGIZING BEVERAGE

This advertisement is Not Inspected by the Alts. Liquor Control Board or by the Govt. of the Prov. of Alts.